

Reach Top Decision Makers

The **Retail Solutions Online** audience is made up of c-level and senior executives, IT management, and line of business management across the key functional areas impacted by a retail solution.

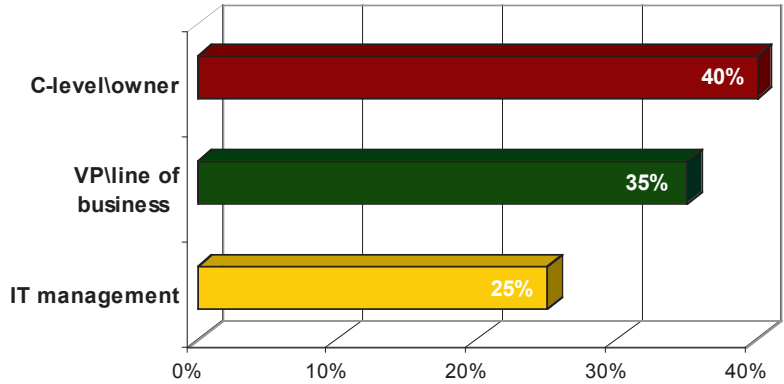
Audience
50,000 Unique Users

Newsletter Deliveries:
59,812 Monthly
Subscribers must opt-in to receive the newsletter. This ensures the highest open rate available.

Event Newsletter Deliveries: 30,121
Delivered as preshow and post show event promotions for Retail Systems and NRF

Target Professionals With Purchasing Power

Job Titles Of Site Visitors By Percentage

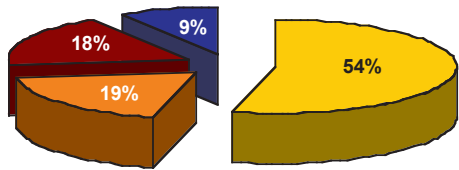


Sample Titles:

apparel director, ceo, cfo, cio, cmo, corporate loss prevention manager, corporate retail director, director of asset protection, director of e-commerce, director of Internet retail, director of IT, director of merchandise business processes, director of point of sales, director of retail business solutions, director of retail technology, director of staffing and scheduling, director of store operations, director of store systems development, director of stores, general manager, grocery technical coordinator, Internet merchandising manager, Internet merchandising specialist, inventory manager, IT director, manager of front end services, manager of retail solutions implementations, manager of electronic retail, merchandising operations manager, online retail manager, owner, point of sale development manager, point of sales specialist, president, retail business manager, retail technology manager, SMB retail manager, store automation manager, store manager, vp of IT, vp of logistics, vp of loss prevention, vp of retail information technology, vp of supply chain, vp of warehouse operations, vp store operations

Penetrate Specific Market Segments

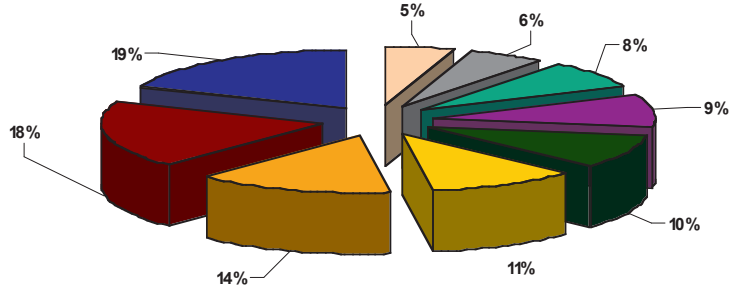
Market Segments Of Site Visitors By Percentage



- Specialty Retail
- Mass Merchandise
- Grocery/Supermarkets/Convenience Stores
- VAR/System Integrators

Penetrate Multiple Vertical Industries

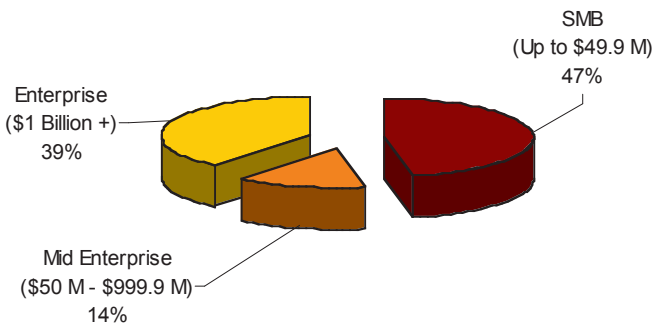
Vertical Markets Of Site Visitors By Percentage



- 5% Office Supplies, Drug Store
- 6% Books, Music, Video, Toy/Hobby, Sporting Goods
- 8% Retail Services
- 9% Consulting, VAR, Integrator
- 10% Travel, Entertainment, Recreation, Restaurant
- 11% Apparel, Footware, Jewelry/Accessories
- 14% Furniture, Home Center, Hardware
- 18% Supermarket/Convenience Store
- 19% Mass Merchandisers

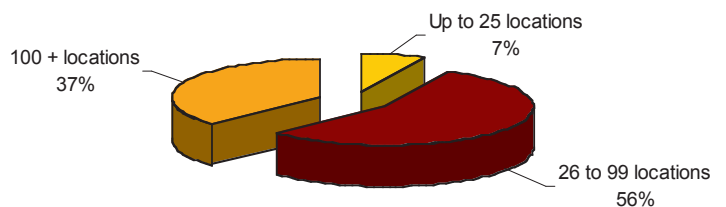
Reach Large And Small Businesses

Annual Sales Of Site Visitors



Reach Businesses With Multiple Locations

Number Of Store Locations



*Publisher's data representing users as of April '05 - April '06 and newsletter subscribers as of April '06